

May 22, 2008

Mr. Kevin J. Martin
Chairman
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554



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RE: MB Docket No. 04-233

Dear Mr. Martin:

Since 1946, the Leukemia Research Foundation (LRF) has funded worldwide medical research in pursuit of a cure for blood cancers. In addition, the organization has provided patient financial assistance and educational programs for those living with leukemia and lymphoma who reside within a 100 mile radius of Chicago. For several years, we have worked closely with WJMK-FM "*Jack FM*" in Chicago (a CBS Radio affiliate). This partnership has been tremendously effective as we work each day to achieve our mission: ***to conquer leukemia, lymphoma, and myelodysplastic syndromes by funding research into their causes and cures, and to enrich the quality of life of those touched by these diseases.***

In regards to MB Docket No. 04-233, I wanted to share my view and in the view of the Leukemia Research Foundation, that WJMK already serves our Chicago community in a number of ways that make any additional federal regulation unnecessary.

WJMK's stewardship of the LRF helps ensure our success in achieving our goals. For example:

- WJMK has served as the *Official Radio Sponsor* of the annual *Jim Gibbons 5K Run, 3K Walk and Survivors' Strut* for the past two years. Held annually in Grant Park, the heart of Chicago, this event is one of the LRF's most financially successful and WJMK's involvement is one of the reasons for its great achievement.
- Each year, WJMK has supplemented its involvement with dozens of public service announcements, promoted the event on its website, and incorporated several mentions during regular programming. Without fail, these references have focused not just on "a run" but on the bottom-line reason for such an event: the need to find a cure for leukemia, the #1 killer by disease in children up to age 19.
- Station management has been readily accessible to the Foundation on a regular basis to offer their insights on methods to maximize revenue potential. Further, they have had representation on the event management committee that meets several times during the year in planning and producing the Run.

All of these efforts help extend our message to tens of thousands. When combined, leukemia and lymphoma rank fourth in terms of new cases and cause of death by cancer in the United States. These diseases of the blood do not discriminate – they can happen to anyone at any time regardless of age, gender, race, or ethnicity. Given that permeation it's clear that WJMK has voluntarily and enthusiastically served a significant need and interest of the community through its programming in this major metropolitan market.

In my opinion, our community is well-served by WJMK and no national regulation could create the kind of local partnership that we already enjoy. Thank you for the opportunity to share with you the viewpoint of the Leukemia Research Foundation.

Sincerely,

Kevin Radelet
Executive Director